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波司登國際控股有限公司  
**Bosideng International Holdings Limited**  
*(incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 3998)**

**VOLUNTARY ANNOUNCEMENT**

Bosideng International Holdings Limited (the “**Company**”) voluntarily announces this release so the public is aware of the latest information.

Reference is made to the announcements of the Company dated April 24, 2015 and June 18, 2015, and the circular of the Company dated May 29, 2015 in relation to the subscription agreement (the “**Subscription Agreement**”) between New Surplus International Investment Limited as subscriber and the Company as issuer and the transactions contemplated thereunder.

The Company would like to update the shareholders and investors that the board of directors of the Company (the “**Board**”) is still considering all possible options available to the Company and are in discussions with parties involved in the Subscription Agreement and the transaction contemplated thereunder for the purpose of realization of this matter. The Board believes that the Company can be benefited from the synergy effect that may be achieved as a result of the introduction of the two strong investors, ITOCHU Corporation and Goldstone Investment Co., Ltd (a wholly-owned investment platform of CITIC Securities) according to the Subscription Agreement and the transaction contemplated thereunder.

By order of the Board  
**Bosideng International Holdings Limited**  
**Mak Yun Kuen**  
*Company Secretary*

Hong Kong, July 8, 2015

*As at the date of this notice, the executive Directors of the Company are Mr. Gao Dekang, Ms. Mei Dong, Ms. Gao Miaoqin, Ms. Huang Qiaolian, Mr. Mak Yun Kuen and Mr. Rui Jinsong; and the independent non-executive Directors are Mr. Dong Binggen, Mr. Wang Yao, Dr. Ngai Wai Fung and Mr. Lian Jie.*